

Vote Safe California General Election Social Media Toolkit

10 Day Countdown

CLICK HERE FOR IMAGE DOWNLOADS



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INTRODUCTION

With the November 3rd Election drawing near, we'll be regularly updating this social media toolkit and redistributing at every major benchmark. We want to be sure every Californian has the information they need to vote come November 3rd and trust in the process. We rely on partners like you to make that possible.

In the pages below, we outline key messages for the following 10 days. We work to give priority to topics at relevant times. For example, we'll want to push out registration related graphics heavily ahead of the deadline, before shifting gears fully towards voting related graphics. That said, please feel free to use any and all graphics in the **General Election Social Toolkit** as needed.

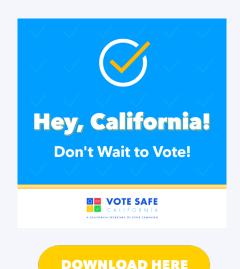
Any support will help ensure widespread awareness about our elections, and promote trust in the process and the outcome during these turbulent times. Thank you and please let us know if you have any questions!

DIRECTIONS

- Visit today's date.
- We provide graphics and messaging optimized for each platform, or you can use the same across all platforms.
- Plan to post the content (image and text) across each platform at the same time.
- Alternatively, the Secretary of State's Office will be posting content daily as well, so you can repost from our account (handles below).
- Post the content (image and text) across each platform at the same time.
- As needed, visit the **General Election Toolkit** for a full collection of social content to use as needed.

- @CASOSvote
- © @californiasos_
- www.facebook/CaliforniaSOS

SATURDAY, OCTOBER 24: 10 DAY COUNTDOWN: VOTE EARLY



Instagram

You don't have to wait to vote! Cast your vote-by-mail ballot today by mail, official drop box or early voting center! Find a place near you at CAEarlyVoting.sos.ca.gov #VoteSafeCA #VoteCalifornia



Twitter

You don't have to wait to vote! Cast your vote-by-mail ballot today by mail, official drop box or early voting center! Find a place near you at CAEarlyVoting.sos.ca.gov #VoteSafeCA #VoteCalifornia



Facebook

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SATURDAY, OCTOBER 24: 10 DAY COUNTDOWN: WHAT TO EXPECT





Instagram

There's still time to vote-by-mail! We recommend you #VoteEarly, but if you plan to go to a vote center before or on #November3rd, bring your #votebymail ballot and expect:

- -Social distancing
- -Masks
- -Hand Sanitizer

Check out our Voting Safety Checklist: https://bit.ly/3jfMi8Z#VoteSafeCA



Twitter

There's still time to vote-by-mail! We recommend you #VoteEarly, but if you plan to go to a vote center before or on #November3rd, bring your #votebymail ballot and expect:

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- -Social distancing
- -Masks
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Check out our Voting Safety Checklist: https://bit.ly/3jfMi8Z #VoteSafeCA

SUNDAY, OCTOBER 25: VOTER BILL OF RIGHTS



DOWNLOAD HERE

Instagram

Did you know you have rights as a #CAVoter? Don't let anything prevent you from casting your ballot! Learn more: www.sos.ca.gov/elections/voter-bill-rights #VoteSafeCA



Twitter

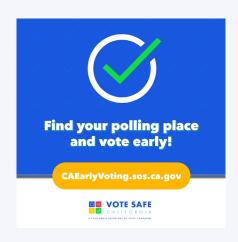
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Facebook

Did you know you have rights as a #CAVoter? Don't let anything prevent you from casting your ballot! Learn more: www.sos.ca.gov/elections/voter-bill-rights #VoteSafeCA

SUNDAY, OCTOBER 25: MAKE A PLAN



Instagram

Haven't voted? Make sure you have a #PlanToVote! #VoteEarly and find an early voting location at CAEarlyVoting.sos.ca.gov or vote on 11/3 at a polling place near you FindMyPollingPlace.sos.ca.gov. Either way, #Vote and #VoteSafeCA



DOWNLOAD HERE

DOWNLOAD HERE

Twitter

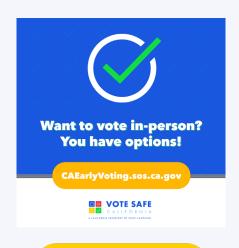
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Facebook

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MONDAY, OCTOBER 26: POLLING PLACE LOOK UP



Instagram

Just over a week until #ElectionDay! Want to vote in-person? You have options!

- -To #VoteEarly: CAEarlyVoting.sos.ca.gov
- -To vote #November3rd: FindMyPollingPlace.sos.ca.gov



DOWNLOAD HERE

DOWNLOAD HERE

Twitter

Just over a week until #ElectionDay! Want to vote in-person? You have options!

- -To #VoteEarly: CAEarlyVoting.sos.ca.gov
- -To vote #November3rd: FindMyPollingPlace.sos.ca.gov



DOWNLOAD HERE

Facebook

Just over a week until #ElectionDay! Want to vote in-person? You have options!

- -To #VoteEarly: CAEarlyVoting.sos.ca.gov
- -To vote #November3rd: FindMyPollingPlace.sos.ca.gov

MONDAY, OCTOBER 26: TRACK YOUR BALLOT



Instagram

Have you voted? Do you have a #PlanToVote? You can still cast your vote-by-mail ballot, track your ballot, and see the moment it's counted! Sign up at WheresMyBallot.sos.ca.gov! #VoteSafeCA





DOWNLOAD HERE

Twitter

Have you voted? Do you have a #PlanToVote? You can still cast your vote-by-mail ballot, track your ballot, and see the moment it's counted! Sign up at WheresMyBallot.sos.ca.gov! #VoteSafeCA

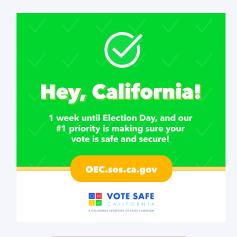


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Facebook

Have you voted? Do you have a #PlanToVote? You can still cast your vote-by-mail ballot, track your ballot, and see the moment it's counted! Sign up at WheresMyBallot.sos.ca.gov! #VoteSafeCA

TUESDAY, OCTOBER 27: ELECTION SECURITY



Instagram

1 week until #ElectionDay, and our #1 priority is making sure your vote is safe and secure! Visit OEC.sos.ca.gov to learn some of the ways we keep your vote safe and report any concerns to VoteSure[at]sos[dot]ca[dot]gov #VoteSafeCA #VoteCalifornia





DOWNLOAD HERE

Twitter

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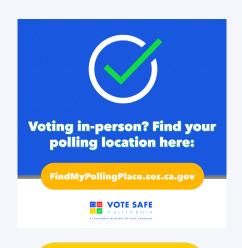


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Facebook

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TUESDAY, OCTOBER 27: VOTING OPTIONS



Instagram

Election Day is in ONE WEEK, but you can VOTE TODAY. If you have your vote-by-mail ballot, you can return it in the mail, at an official drop box or polling location. Voting in-person? Find your polling location here: FindMyPollingPlace.sos.ca.gov #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

DOWNLOAD HERE

Twitter

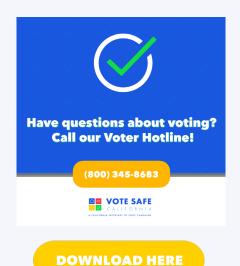
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Facebook

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WEDNESDAY, OCTOBER 28: VOTER HOTLINE



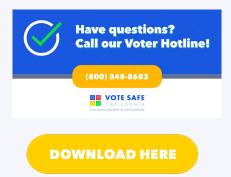
Instagram

Voting Questions? Contact the nonpartisan election experts staffing our Voter Hotline. We are available from 8AM to 5PM before Election Day & will be live from 7AM to 8PM on Election Day. Call now: (800) 345-8683 #VoteSafeCA #VoteCalifornia



Twitter

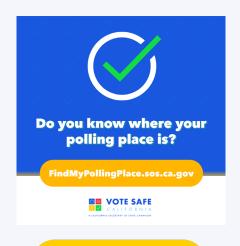
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WEDNESDAY, OCTOBER 28: POLLING PLACE LOOK UP



Instagram

Do you know where your voting location is? Make sure you have a #PlanToVote! Type in your address at FindMyPollingPlace.sos.gov and map out your route to cast your ballot #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

DOWNLOAD HERE

Twitter

Do you know where your voting location is? Make sure you have a #PlanToVote! Type in your address at FindMyPollingPlace.sos.gov and map out your route to cast your ballot #VoteSafeCA #VoteCalifornia

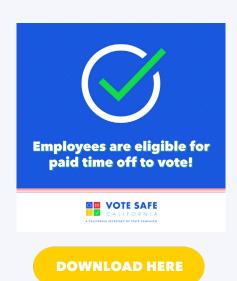


DOWNLOAD HERE

Facebook

Do you know where your voting location is? Make sure you have a #PlanToVote! Type in your address at FindMyPollingPlace.sos.gov and map out your route to cast your ballot #VoteSafeCA #VoteCalifornia

THURSDAY, OCTOBER 29: TIME OFF TO VOTE



Instagram

Employees are eligible for paid time off for the purpose of voting if they do not have sufficient time outside of working hours to vote. Need to request time off to vote? Contact your employer today. You are eligible for up to 2 hours of paid time off #VoteSafeCA #VoteCalifornia



Twitter

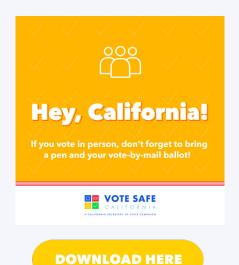
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Facebook

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THURSDAY, OCTOBER 29: COVID-19 PROTOCOLS



Instagram

Make sure you're prepared to #vote. We are taking steps to keep voting locations safe & healthy for anyone who wants to vote in person! Bring your #votebymail ballot and check out our Voting Safety Checklist: https://bit.ly/3jfMi8Z



Twitter

Make sure you're prepared to #vote. We are taking steps to keep voting locations safe & healthy for anyone who wants to vote in person! Bring your #votebymail ballot and check out our Voting Safety Checklist: https://bit.ly/3jfMi8Z



Facebook

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FRIDAY, OCTOBER 30: VOTER BILL OF RIGHTS



Instagram

As all vote centers open and #ElectionDay approaches, it is more important than ever to know your rights! As a registered voter, you have the right to cast your ballot without interference. Period. Learn more at sos.ca.gov/elections/voter-bill-rights!



Twitter

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Facebook

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FRIDAY, OCTOBER 30: HEALTH AND SAFETY



Instagram

Protect yourself and the health of other voters and election workers by following safety procedures when voting inperson. #MakeAPlan to vote early, find a place to vote at CAEarlyVoting.sos.ca.gov #VoteSafeCA #VoteCalifornia.





DOWNLOAD HERE

Twitter

Protect yourself and the health of other voters and election workers by following safety procedures when voting inperson. #MakeAPlan to vote early, find a place to vote at CAEarlyVoting.sos.ca.gov #VoteSafeCA #VoteCalifornia.

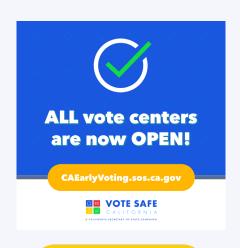


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Facebook

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SATURDAY, OCTOBER 31: ALL VOTE CENTERS ARE OPEN!



Instagram

ALL vote centers are now OPEN! What does that mean? You now have every option - mail your ballot back, bring it to an official drop box, or bring it with you to an early voting center! Find one near you: CAEarlyVoting.sos.ca.gov #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

Twitter

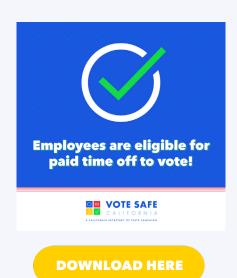
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Facebook

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SATURDAY, OCTOBER 31: TIME OFF TO VOTE



Instagram

In California, your employers are required to give you time off to vote! If you haven't voted yet, that time should come in handy! #MakeAPlan to vote (and then let your boss know!), find a place to vote at CAEarlyVoting.sos.ca.gov #VoteSafeCA #VoteCalifornia



Twitter

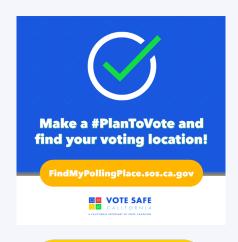
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Facebook

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SUNDAY, NOVEMBER 1: POLLING PLACE LOOK UP



Instagram

If you haven't already, make a #PlanToVote and find your polling location! FindMyPollingPlace.sos.ca.gov #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

DOWNLOAD HERE

Twitter

If you haven't already, make a #PlanToVote and find your polling location! FindMyPollingPlace.sos.ca.gov #VoteSafeCA #VoteCalifornia

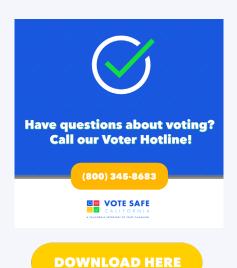


DOWNLOAD HERE

Facebook

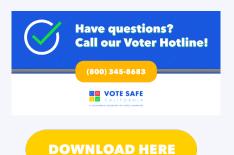
If you haven't already, make a #PlanToVote and find your polling location! FindMyPollingPlace.sos.ca.gov #VoteSafeCA #VoteCalifornia

SUNDAY, NOVEMBER 1: VOTER HOTLINE



Instagram

CA Voters: Have questions about voting? Call our voter hotline. We're available from 8AM-5PM before Election Day, and will be live from 7AM-8PM on Election Day. Call us now: (800) 345-8683 #VoteSafeCA #VoteCalifornia



Twitter

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MONDAY, NOVEMBER 2: WHAT TO EXPECT



Instagram

Just 2 days left to vote! If you're voting in-person, bring a mask and remember to social distance. If you're going to vote-by-mail, make sure you sign the envelope and get it to a ballot drop off location by 8PM on Election Day. #VoteSafeCA #VoteCalifornia





Twitter

Just 2 days left to vote! If you're voting in-person, bring a mask and remember to social distance. If you're going to vote-by-mail, make sure you sign the envelope and get it to a ballot drop off location by 8PM on Election Day. #VoteSafeCA #VoteCalifornia



Facebook

Just 2 days left to vote! If you're voting in-person, bring a mask and remember to social distance. If you're going to vote-by-mail, make sure you sign the envelope and get it to a ballot drop off location by 8PM on Election Day. #VoteSafeCA #VoteCalifornia

MONDAY, NOVEMBER 2: PLAN TO VOTE



DOWNLOAD HERE

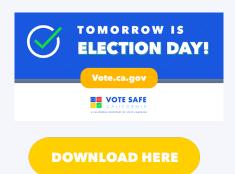
Instagram

ELECTION DAY is tomorrow! Polls will open at 7AM across California and will be open until 8PM. Make sure you're ready with your #PlanToVote. Find all your election information in one easy, convenient place: Vote.ca.gov #VoteSafeCA #VoteCalifornia



Twitter

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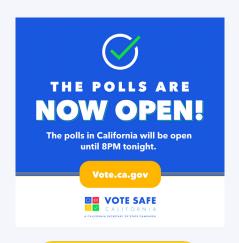


Facebook

ELECTION DAY is tomorrow! Polls will open at 7AM across California and will be open until 8PM. Make sure you're ready with your #PlanToVote. Find all your election information in one easy, convenient place: Vote.ca.gov #VoteSafeCA #VoteCalifornia

TUESDAY, NOVEMBER 3: POLLS OPEN

*This cannot be posted until 7AM



Instagram

The Polls are OPEN! The polls in California will be open until 8PM tonight. Find all your relevant election information at Vote.ca.gov. If you have any issues at the polls, contact our voter hotline at (800) 345-8683 #VoteSafeCA #VoteCalifornia





DOWNLOAD HERE

Twitter

The Polls are OPEN! The polls in California will be open until 8PM tonight. Find all your relevant election information at Vote.ca.gov. If you have any issues at the polls, contact our voter hotline at (800) 345-8683 #VoteSafeCA #VoteCalifornia

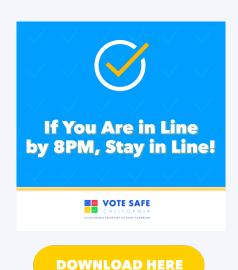


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Facebook

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TUESDAY, NOVEMBER 3: POLLS CLOSE



Instagram

If you are in line when the polls close at 8PM tonight, STAY IN LINE. You still have the right to cast your ballot. This is one of the many rights included in California's Voter Bill of Rights. #VoteSafeCA #VoteCalifornia



Twitter

If you are in line when the polls close at 8PM tonight, STAY IN LINE. You still have the right to cast your ballot. This is one of the many rights included in California's Voter Bill of Rights. #VoteSafeCA #VoteCalifornia



Facebook

If you are in line when the polls close at 8PM tonight, STAY IN LINE. You still have the right to cast your ballot. This is one of the many rights included in California's Voter Bill of Rights. #VoteSafeCA #VoteCalifornia

TUESDAY, NOVEMBER 3: VOTER BILL OF RIGHTS



Instagram

Every eligible voter has the right to cast their ballot. Every voter has the right to a secret ballot. California has a Voter Bill of Rights. Make sure you know your rights when you head to the polls #VoteSafeCA #VoteCalifornia



Twitter

Every eligible voter has the right to cast their ballot. Every voter has the right to a secret ballot. California has a Voter Bill of Rights. Make sure you know your rights when you head to the polls #VoteSafeCA #VoteCalifornia

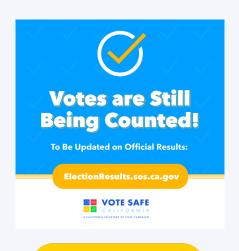


DOWNLOAD HERE

Facebook

Every eligible voter has the right to cast their ballot. Every voter has the right to a secret ballot. California has a Voter Bill of Rights. Make sure you know your rights when you head to the polls #VoteSafeCA #VoteCalifornia

TUESDAY, NOVEMBER 3: ELECTION RESULTS



Instagram

Today is Election Day. Today is NOT Election Results day. Elections officials have until December 3 to process all ballots received. CA election results will be finalized no later than December 11. View result updates here: ElectionResults.sos.ca.gov #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

DOWNLOAD HERE

Twitter

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